

# **Limitations of *Trexit* (Tourism Exit) as a Solution to Overtourism**

Hugues SERAPHIN, University of Winchester Business School

[Hugues.seraphin@winchester.c.uk](mailto:Hugues.seraphin@winchester.c.uk)

Vanessa GOWREESUNKAR, University of Africa

Mustafeed ZAMAN, EM Normandie

Thierry LOREY, Kedge Business School

## **Abstract:**

### **Purpose**

Many tourism destinations are now facing the problem of overtourism and Destination Management Organisations (DMOs) are in search of effective and sustainable solution. With this as foundation, the aim of this piece of study is to identify factors that are causing overtourism at popular tourism destinations and to propose an alternative solution (other than the actual *Trexit*) to overcome this phenomenon.

### **Design/methodology/approach**

The research design is based on an inductive and a deductive approach. The paper draws its conclusion from secondary and tertiary data (literature review and online researches)

### **Findings**

The study shows that *Trexit* is not a sustainable solution to overtourism and that an alternative strategy may be adopted to tackle this phenomenon. The overall outcome shows that if sociological factors, business factors, technological and economic factors are addressed, the effect of overtourism may be managed and controlled.

### **Practical Implications**

The findings of this piece of research is a just in time strategy for managing overtourism. The findings could be useful to practitioners, as the study proposes an alternative way to overcome overtourism and manage the destinations without affecting its visitors flow and profitability.

### **Originality/value**

This research fulfils an existing research gap, as it proposes an alternative solution to tackle overtourism is ineffective. The proposed models also help to gain a broader insight of the dynamics surrounding overtourism at tourism destinations. In so doing, it advances the existing body of knowledge by providing new input to a topic that has not been discussed namely the *Trexit*.

**Keywords:**

Overtourism; Destination Management Organisation; Sustainability; Trexit  
Model



## 1. Introduction

The term ‘overtourism’ has been defined by Richardson (2017, cited in Seraphin, Sheeran & Pilato, 2018, p. 2) as ‘any destination suffering the strain of tourism’. This term is also related to what is more generally known as the carrying capacity of a destination, that is to say the maximum limit to tourism development (Van der Borg, Costa & Gotti, 1996 cited in Seraphin *et al.*, 2018, p. 2). The carrying capacity is also defined as the maximum number of people that the destination can accommodate at the same time without causing destruction and decrease in tourist satisfaction (Gonzalez, Coromina & Gali, 2018), impacts on locals’ perception of tourists and tourism as an industry (Gonzalez, Coromina & Gali, 2018). In recent years, overtourism has become a real problem for some well-known destinations such as, Barcelona, Venice among others (Seraphin, Zaman, Olver, Lajoinie & Dosquet, 2019), and both tourism professionals and academics are looking for some sustainable solutions (S  raphin *et al.*, 2018). For Seraphin *et al.* (2018), Venice epitomises the negative impacts that overtourism can have on a destination, namely: destruction of heritage; negative impacts on the life of locals; jeopardising sustainability of destinations etc. The study of Seraphin *et al.* (2018) led to the conclusion that Venice was a ‘falling destination’. This point is also supported by Milano (2017) who came up with the phrase: ‘Venice Syndrome’ term is often used to refer to the phenomena of tourism saturation and

the exodus of local residents to the surrounding urban centres' (Milano, 2017, p. 9).

To combat overtourism, destinations are coming up with a variety of strategies. In Venice, for instance, several measures have been taken: check points and gates have been put in place to limit the number of visitors (Peltier, 2018); access to some areas are only for locals (Lam, 2018); code of conducts are developed (Peltier, 2018); fining tourists for sitting down in some areas (Coffey, 2018); etc. According to the study of Seraphin *et al.* (2018), these strategies may be categorised under the umbrella of *Trexit* (tourism exit). In other words, it refers to any strategy aiming at deterring tourists to visit a destination or denying them access to some areas. Based on these observations, the objective of this study is to adopt a different approach, and attempts to show that *Trexit* is not a sustainable solution to overcome overtourism. So doing, the paper is articulated around five main sections: The first section provides a model of the stages of tourism development with their characteristics in order to identify the current tourism status of destinations suffering from overtourism and their probable next stage in their development. The second section is to model *Trexit* in order to identify at what stage of tourism development it appears in order to justify why the paper puts forward the argument that *Trexit* is not a workable strategy. The last section discusses the real roots of overtourism and subsequently provides further

evidence why *Trexit* is not the most appropriate solution to overcome overtourism.

From a methodological point of view, this research paper draws its conclusion from secondary and tertiary data (literature review and online researches), and will simultaneously adopt an inductive approach and a deductive approach. This research is highly important because overtourism is a current issue in tourism (despite the fact it is not a recent phenomenon). The results of our findings could be useful to practitioners because instead of applying a straight away *Trexit* approach, they might start by investigating empirically the real cause of overtourism. As for the academic world, it advances the existing body of knowledge by providing new input to a topic that has not been discussed namely *Trexit*. This research is therefore filling an existing gap in literature. Current issues related to overtourism are mainly highlighting the fact that the sustainable management of destinations is still to be achieved.

## **2. Modelling tourism development in the context of over mobility and overtourism**

### *2.1. Destination management*

Gowreesunkar, Seraphin and Morrison (2018, p. 21), listed the role of Destination Management Organizations (DMOs) as follows: Marketing and promotion; communication and branding; product development; market research; networking; collaboration with public and private sectors; event and festival organising; trade shows; publications and brochures; virtual space optimisation; networking with stakeholders; aligning roles with sustainable development goals; coping with emerging issues; remedial role. Still according to Gowreesunkar *et al.* (2018), DMOs are assessed on their ability to satisfy customers/tourists; market/promote the destination; the quality of their relationship with tourism stakeholders; the profitability of the industry; the benefits to the local communities and finally the sustainability of the industry. Sheehan *et al.* (2016) underlined the importance of the use of intelligence in tourism destination management and argued that the DMOs should become the ‘gatekeeper’ between the internal (i.e. host community) and external stakeholders (i.e. tourists) of a destination. For Coldwell (2017) and Croes, Rivera, Semrad and Khalizadeh (2017), both cited in Seraphin *et al.* (2018) explained that the issues of over tourism and tourismphobia are due to poor destination management. For these academics, DMOs did not notice some changes of paradigm, among these are the fact that locals are more interested in their quality of life than the income generated by the tourism industry. This is an example of lack of proactivity of the



tourism industry. As for academia, existing models on resident' responses to tourism essentially starts when tourism becomes an issue and not before. Out of the four stages of the Doxey's Irritation Index (1975), only one (Euphoria), discuss tourism before it is an issue. As for the Model of Creative Destruction developed by Mitchell (1998), it starts with the early stage of commodification of a destination under the influence of tourism. The Butler Tourism Area Life Cycle (1980), 'one of the most frequently used models to analyse tourism development' (Garay & Canoves, 2011, p. 651), only has one stage (exploration) that discusses tourism positively, in other words, before it becomes an issue. Here we have only named a few examples to illustrate our claims. Equally important, the previously mentioned models provide evidence that the impact of tourism on a country, city, town, village, etc. is not really considered by practitioners and academics until the country, city, town, village has become a destination, in other words, a place with the capacity to attract visitors. This capacity is referred as 'touristicity' (Hoerner & Sicart, 2003; Theodat, 2004).

## 2.2. Existing models of tourism development

The influx of too many tourists to a destination impact on the interaction between tourists, hosts and local community (Seraphin *et al.*, 2018). In this section we are presenting three prominent models. We are not claiming at all they are the only existing one. Among these, we can name, the *Doxey's Irritation Index Model*

(1975) which ‘suggests that residents’ responses to tourism may pass through a series of four stages including euphoria, apathy, irritation and antagonism’ (Dholah, Haw Fan Lun, Labonne, Lebon & Mumboth, 2015, p. 19). The Butler Tourism Area Life Cycle (Butler, 1980), also provides a synopsis of the socio-cultural impacts of tourism. The Model of Creative Destruction developed by Mitchell (1998) explains the process by which the destruction of the community and its heritage occurs due to commodification under the influence of tourism (Hano, 2012; Mitchell & De Waal, 2009; Mitchell, 1998).

The models described in the previous sub-sections, based on the years they were developed, provide evidence that the issues related to the impacts of tourism are not new. The fact that the model of Creative Destruction is still being used today not only provides evidence that tourism management is still an issue in some destinations, but also that these models are still valid. To support our claim, the study of Mitchell and De Waal (2009) on the village of St. Jacobs in Ontario (Canada) analyse the impact of tourism under the Creative Destruction model. Likewise, Hano (2012) evaluated the impact of tourism in Poland. These models were followed by the creation of new and related models in order to foster sustainable tourism development. Among these new models is the Visitors, Industry, Community and Environment (VICE) model of which purpose is to ensure a balance between meeting the needs and demands of visitors and

communities (Van Niekerk & Coetzee, 2011). This model was replaced by the Visitor, Environment, Residents, Businesses (VERB) in 2010 (Clegg & Gutic, 2013). The creation and development of social capital (collective action, cooperation, networks, relationships, shared norms and values, social interaction and trust) between the tourism stakeholders is therefore at the centre of new strategies developed (Moscardo, Konovalov, Murphy, McGehee & Schurmann, 2017).

As all the existing models have identified the issues with tourism development and potential solutions to overcome the issues, we are suggesting that for countries that are not yet considered as destinations, should adopt a tourism management strategy that monitor the development of their environment (physical and social) and adapt and apply methods or models like the one we discussed so far in a preventive and proactive way.

### *2.3. Suggested model*

In order to conceptualise and operationalise the model, we are going to follow a framework developed by Reinhold, Zach and Krizaj (2017) and it will allow us to answer two key questions. First, *how am I intending to use the business model concept?*

1 – By providing a very distinctive name for each of the four stages of development with an overview of what this stage is about. Then, a detailed

attribute of each stage should be provided so that practitioners and academic can exactly identify without any doubt where a country or a destination is at.

2 – Present the matrix in such a way that it can be easily understood and used.

*Second, how can I operationalise the business model concept in the context of the existing theoretical work, given how I intend to use the concept?*

The newly created model is going to acknowledge three existing models (Doxey Irritation Index; Butler TALC; and Model of Creative Destruction) as they will be an important part of the construct of the new model. We selected these model as we consider them not only as complementary, but also because they are widely used and acknowledged for their relevance (Butler, 2009; Garay & Canoves, 2011; Mitchell & De Waal, 2009; Seraphin, 2014). The new model is based on existing concepts and theories like: sustainability; tranquillity; quality of life; heritage and social capital. The main adding value of the new model will be the scope (before tourism, during tourism, after the destructive impacts of tourism). In addition, the specificity and the extended details of the new model will enable a laser identification of the positioning of the country or destination.

Table 1: The Cointegrative Model of Tourism Development

<b>STAGE 1: PLANNING</b>		<b>CHARACTERISTICS</b>
<i>1.1. Early stage of post-conflict and post disaster</i>		<ul style="list-style-type: none"> <li>▪ Country has just come out of a conflict</li> <li>▪ Country has just come out of a disaster</li> <li>▪ Country is no longer visitor friendly</li> <li>▪ No or hardly any tourist</li> </ul>
<i>1.2. Destination to be</i>		<ul style="list-style-type: none"> <li>▪ Economic development</li> <li>▪ Poverty decreases</li> <li>▪ Creation or reopening of a DMO</li> <li>▪ Country is visited by a limited number of people</li> </ul>
<b>STAGE 2: HUBRIS</b>		<b>CHARACTERISTICS</b>
<i>2.1. Social capital development</i>		<p>Pre-commodification / Euphoria / Exploration:</p> <ul style="list-style-type: none"> <li>▪ Small group of tourist</li> <li>▪ Visitor experiences are fun, inspirational, safe, open and accessible to all with no discrimination</li> <li>▪ Good relationship visitors/locals (involving local residents in tourism development through working relationships, consultation and cooperation).</li> <li>▪ No significant impact of tourism on the visited area (the quality of the urban, coastal and rural environment is maintained or enhanced without physical or visual degradation)</li> <li>▪ Tourism industry is prosperous</li> <li>▪ Locals are engaged and benefit from the industry (tourism activities strengthen and sustain the quality of life of the communities)</li> </ul>
<b>STAGE 3: NEMESIS &amp; CATHARSIS</b>		<b>CHARACTERISTICS</b>
<i>3.1. Nemesis</i>		<p>Involvement / Early commodification / Apathy:</p> <ul style="list-style-type: none"> <li>▪ Development of facilities for visitors</li> <li>▪ Promotion of the area by DMO</li> <li>▪ The number of visitor increases</li> <li>▪ Increase of investments</li> <li>▪ Land transformation &amp; resource extraction</li> </ul>
		<p>Development / Advanced commodification:</p> <ul style="list-style-type: none"> <li>▪ Continuing growth of visitors</li> <li>▪ Further effort (by DMO) to promote the destination</li> <li>▪ The destination receives a large number of visitors</li> </ul>
		<p>Consolidation / Pre-destruction:</p> <ul style="list-style-type: none"> <li>▪ Number of visitors may exceed the number of inhabitants</li> <li>▪ Destination has now a tourism-based economy</li> <li>▪ Detachment between tourists and locals</li> </ul>

	<ul style="list-style-type: none"> <li>▪ The industry continues to grow</li> <li>▪ New types of businesses which were not part of the community offerings are introduced</li> </ul>
3.2. <i>Catharsis</i>	<p>Stagnation / Advanced destruction / Antagonism:</p> <ul style="list-style-type: none"> <li>▪ Destinations have reached a record number of tourist arrivals</li> <li>▪ The destination is no longer fashionable</li> <li>▪ Community experiences backlash of tourism</li> <li>▪ Destination suffering from the strain of tourism (overtourism)</li> <li>▪ Impose burdens on local residents</li> </ul> <p>Decline:</p> <ul style="list-style-type: none"> <li>▪ Destination is unable to compete with rivals</li> <li>▪ Change of the characteristics and attractions of the tourist area</li> </ul>
<b>STAGE 4: BOOMERANG CHARACTERISTICS</b>	
4.1. <i>Solutions</i>	<p>Agents of change:</p> <ul style="list-style-type: none"> <li>▪ Transformational leadership</li> <li>▪ Enterprise reform</li> <li>▪ Technology innovation</li> <li>▪ Corporate transparency</li> <li>▪ Stakeholders engagement</li> <li>▪ Social responsibility</li> <li>▪ Integrated value</li> </ul>
4.2. <i>Back to Hubris stage</i>	<p>Pre-commodification / Euphoria / Exploration / Social capital development:</p> <ul style="list-style-type: none"> <li>▪ Small group of tourist</li> <li>▪ Visitor experiences are fun, inspirational, safe, open and accessible to all with no discrimination</li> <li>▪ Good relationship visitors/locals (involving local residents in tourism development through working relationships, consultation and cooperation).</li> <li>▪ No significant impact of tourism on the visited area (the quality of the urban, coastal and rural environment is maintained or enhanced without physical or visual degradation)</li> <li>▪ Tourism industry is prosperous</li> <li>▪ Locals are engaged and benefit from the industry (tourism activities strengthen and sustain the quality of life of the communities)</li> </ul>

### *Stage 1: Planning*

Countries at this stage are post-conflict or post-disaster countries. Because of the context, tourism is (quasi) non-existent (Alvarez & Campo, 2014; Avraham, 2015; Seraphin, Gowreesunkar & Ambaye, 2016). It is the most important stage as the future of the country from a tourism point of view can still be decided. It is therefore important for the local authorities to thoroughly think about and plan (at stage 1.2) the type of tourism they want to develop by adopting a pragmatic and proactive approach, as whether they want or not, tourism is coming their way. It is almost unavoidable.

Participation in tourism and/or leisure activities have been identified as factors contributing to the quality of life (wellbeing and happiness) of people (Moufakkir, 2013). However, for Michel (2000) and Youell (1998), the tourism industry is an activity that overall excludes poor people and subsequently create discrimination between people. As a result, taking part to leisure activities undertaken by the 'elite' has always been the objective of the masses of the lower and working classes (Youell, 1998). Equally important, tourism is also a way to satisfy certain social needs driven by prestige motivations (Correia & Kozak, 2012). For some people tourism is a way to boost their esteem among peers and

also a way to contribute to a person's achievement of self-actualisation or self-fulfilment (Youell, 1998). This is true whether the traveller is part of an elite or not (Adams, 1984; in Horner & Sicart, 2003).

More recently, Weaver (2015) explained that (outbound) tourism is a component of the Chinese dream alongside economic growth, personal freedom, reduced corruption, cleaner environment, safer food etc. Based on the collected information so far, tourism can be considered as a motivational or aspirational industry for the masses that can't afford to take part yet to the industry. Tourism also happens naturally when there is a growth in economic development and reduction of poverty (Dupont, 2009).

### *Stage 2: Hubris*

At this stage we are including all the leading tourism destinations on the world that are not suffering from overtourism or other major issues related to tourism development. From our perspective, this is the best stage for a destination to be at and therefore to remain. Some aspects of this stage have already been described and discussed in already existing models.

### *Stage 3: Nemesis and Catharsis*

This stage is where destinations suffering from overtourism and other negative impacts of tourism are. This is the stage for destinations to avoid to be. If they are already at this stage, it is important for DMOs to come with solutions to come out



of this stage. That said, strategies applied so far have proven to be unsuccessful. Seraphin *et al.* (2018) have urged for an ambidextrous management of tourism. This approach consists in using existing strategies to mitigate the negative impacts of tourism (exploitation) to develop a new one tailored to meet the needs of the destinations (exploration).

#### *Stage 4: Boomerang*

This is the stage where agents of changes are brought in, hoping that the destinations will revolve to stage 2.

Destinations suffering from overtourism are at stage 3 of the matrix (table 1). The following section of the paper is going to model *Trexit* and identify its position with regard to the matrix.

### **3. Modelling *Trexit* in the context of over mobility and overtourism**

#### *3.1. Approach*

As an industry, tourism is perceived rather positively by destinations because of its many abilities such as protecting and maintaining built and natural heritage; improving the negative image of destinations with one; alleviate poverty, etc. (Avraham, 2015; Holden, 2013). That said, tourism also carries negative impacts on destinations, particularly when those destinations are over visited. Among

these are: Disruption of the life of local residents; destruction of local heritage; etc. (Seraphin, Sheeran & Pilato, 2018). Tourism is a ‘double edge sword’, hence the reason Sanchez and Adams (2008) said that tourism has a Janus-faced character. Tourism does not make destinations and populations (visitors and locals) happy but less unhappy. Mankind nature is similar to tourism. Indeed, Samuel Johnson in, *The history of Rasselas, Prince of Abyssinia* first published in 1759 argued that mankind is not meant to be happy but less unhappy.

This research paper focuses on the nature of mankind through an analysis of *The history of Rasselas, prince of Abyssinia* (reprinted version of 1985), to investigate the phenomenon of (over) mobility which is one of the causes of overtourism and subsequently ‘Trexist’. The concept of ‘Happiness’ (or ‘quality of life’) is going to be central in this analysis, as we are arguing that people unhappiness is leading to (over)mobility. This argument is by and large supported by *The history of Rasselas, prince of Abyssinia*. Indeed, Johnson’s (1985) main argument is that by nature mankind is unsatisfied and as a result is constantly looking for new experiences, and it is this constant research of experiences that make mankind less unhappy. Voyage, hence mobility, is presented in *The history of Rasselas, prince of Abyssinia* as a way to reach this happiness.

From a methodological point of view, the topic of (over) mobility will be discussed through a philosophical lens for many reasons: First, because tourism

is an international and intercultural industry, and issues related to the industry needs to be analysed using a tool with the same characteristics (Clement & Demonque, 1995; Rosch, 2014). Second, O’Gorman (2007) adopted a philosophical approach to analyse the hospitality sector. As for *The history of Rasselas, prince of Abyssinia* (Johnson, 1985) it was chosen because: ‘Rasselas is a moral tale’ (Johnson, 1985,p. 9); and also because travel writings as tales of a life experience have a witness value and thus is trustworthy (De Ascaniis & Grecco-Marasso, 2011).

### *3.2. Mobility: Opposite perceptions*

Johnson enjoyed traveling to distant countries and this is how he developed his knowledge of the world (Zadeh & Pirnajmuddin, 2013). Johnson’s *Rasselas* opposes two main schools of thoughts regarding happiness and mobility.

Voyage and more generally experiences through mobility is presented rather negatively in Johnson’s *Rasselas*. Because of his will to travel the world to gain experience and happiness, *Rasselas* is depicted in the travel writing as a fallen angel (Smith, 1996). The happy valley, symbol of home is presented very positively from chapter 1 to chapter 11: ‘All the diversities of the world were brought together, the blessings of nature were collected, and its evils extracted and excluded’ (Johnson, 1985, p. 40). Once *Rasselas* voiced his will to leave the Happy Valley, it was suddenly depicted as a prison: ‘Teach me the way to break

my prison (...) We may escape by piercing the mountain' (Johnson, 1985, p. 70).

As for the external world, it is depicted very negatively: 'You may soon repent your curiosity. The world, which you figure to yourself smooth and quiet as the lake in the valley, you will find a sea foaming with tempests, and boiling with whirlpools: You will be sometimes overwhelmed by the waves of violence, and sometimes dashed against rocks of treachery' (Johnson, 1985, p. 69).

Voyage and experience through mobility is also presented as a human need that needs to be fulfilled. To be less unhappy mankind must constantly have something to pursue and desire. Mobility (traveling) is presented as an option. Indeed, quite early in the travel writing we are reminded that men have always been keen to travel and that some places have always been very popular with travellers. The pyramids in Egypt are one of them (Johnson, 1985).

Interestingly, in *Rasselas*, crowded areas are presented as opportunities to learn from others: 'This said Imlac to the prince, is the place where travellers and merchants assemble from all the corners of the earth. You will find men of every character, and every occupation' (Johnson, 1985, p. 73). Today, crowded areas are presented negatively, under the umbrella of overtourism.

Equally important, ethical issues related to mobility were already highlighted in *Rasselas*. Among these, 'overtourism', assimilated to the invasion and violation of space due to mankind's unwise use of technology and more broadly, unwise use

of knowledge to serve self-interests instead of serving the public welfare: ‘If men were all virtuous, returned the artist, I should with great alacrity teach them all to fly. But what would be the security of the good, if the bad could at pleasure invade them from the sky? (...) Even this valley, the retreat of princes, the abode of happiness, might be violated by the sudden descent of some of the naked nations that swarm on the coast of the southern sea’ (Johnson, 1985, p. 52). The world would be a better place if mankind was more virtuous (Clement & Demonque, 1995; Smith, 1996). The differences between voyage/travel and tourism are epitomising the difference between a virtuous and non-virtuous use of knowledge.

### *3.3. Happiness and over mobility*

Rasselas decided to leave the Happy Valley (home) to travel the world because he was unhappy and was looking for happiness (Aden, 1961; Leyburn, 1955; Smith, 1996; Zadeh & Pirnajmuddin, 2013). Travelling therefore plays a role in mankind's quest for happiness. Since the 1980s, air traffic has doubled every 15 years—a trend that is expected to continue. In 2016, nearly 4 billion people travelled by plane, a number expected to reach 7.2 billion by 2035 (Travel and Tourism Competitiveness Report, 2017).

Descartes (1637), Epicure (IV B.C) and Shopenhauer (1818) all cited in Clement and Demonque (1995), argued that mankind only desires what he cognitively acknowledges as achievable and affordable. Nowadays, traveling is more and more acknowledged as an affordable desire due to its low cost. As for the constant desire to travel it is exacerbated by effective online or offline marketing strategies (Morgan, Pritchard, & Pride, 2013). In our day and age, this desire to travel is easily exacerbated thanks to the growing trend in developed countries to change life and start a new one for self-fulfilment (Chartier, 2017). For instance, in France, 70% of the citizens want to start a new life. 15% actually jump the hoop (Chartier, 2017). Many factors have triggered this trend: (a) As life expectation is increasing, people have an opportunity to have more than just one life (b) working environments are more and more stressful and leading to burn-out (c) people are getting more and more individualistic and self-centred (d) A need for self-fulfilment (e) a will to make our life meaningful (f) and a return to nature (Chartier, 2017).

Based on the above, the phenomenon of (over) mobility and subsequently overtourism, could be summarised by the formula:

$$\text{(Over) mobility / Overtourism} = (\text{Cognitive desire X low cost of traveling}) + (\text{Cognitive desire X Marketing strategies}) + (\text{Cognitive desire X Growing trend to change life/self-fulfilment in developed countries})$$

Table 2: Over mobility and overtourism equation

### 3.4. *Modelling: Methodology and outcome*

The purpose of business models is to inform the tourism sector on ways the industry is operating and how to innovate and change current business practices for the benefit of the industry by addressing existing challenges (Reinhold, Zach & Krizaj, 2017). A more formal definition was also provided by Zott and Amit (2010 cited in Reinhold *et al.*, 2017, p. 463): ‘A business model is an interdependent system of activities that explains how an individual or collective actor creates and captures value’. Finally, a business model is also about co-creation, accommodating new business practices and changing consumer behaviour (Reinhold *et al.*, 2017).

Reinhold *et al.* (2017), also explained that to develop a model, three elements are important: (a) Focusing on the interdependent system of activities, in other words, identifying the actors involved in the system; the links between them; how they engage with one another; the objective they are pursuing, and the value created (b) including individual and collective actors. The key focus is on how the different actors can develop their business model by means of conceptual transfer and analogical reasoning (c) creating and capturing value. This is the core of business model research which focuses on the benefits for all parties involved.

Figure 1 summarises the results of our findings in this section (section 3).



Figure 1: The building up of over mobility / overtourism  
Source: The authors

Based on figure 1, we can see that overtourism / over mobility is not a cause but a consequence. Subsequently, Texit, as a strategy is fighting a consequence and not a cause, hence the reason why this paper argues that this strategy might is not be appropriate. Equally important, *Texit* is a strategy that is put into effect at stage 4.1 of the matrix (Table 1): *The Cointegrative Model of Tourism Development*. This approach is not considered by the matrix as a potential solution to overtourism. For Seraphin *et al.* (2018, p. 2), ‘a forced Texit is not an economically sustainable solution. Also, in terms of image, a forced *Texit* could be detrimental for these destinations. This is all the more important when



considering how important the image of a destination is in terms of capacity to attract visitors and how difficult it is for a destination to revamp its image once it is damaged'. On that basis, a more effective strategy would be to combat the cause of overtourism identified in step 1 and 2 of figure 1 and also discussed in section 3. On that basis, the following section is suggesting that happiness should be a metric to evaluate the performance of destinations. Equally important, the following section is suggesting that countries should first consider making their people happy before even thinking of developing their tourism industry.

#### **4. The '*grapes of wrath*'**

##### *4.1. Happiness or Quality of life*

'Quality of life can be defined as a person's life satisfaction or dissatisfaction, happiness or unhappiness, or sense of psychological or subjective well-being' (Kim, Woo & Uysal, 2015 in Croes, Ridderstaat, & Van Niekerk, 2018: p. 212).

'Life satisfaction and happiness are the most frequently used representations of subjective well-being in the academic literature' (Ivlevs, 2017, p. 600). Also, it is important to mention the fact that QOL and well-being are interchangeable terms (McAllister, 2005). It is equally important to mention that life satisfaction is influenced by variables such as: age; gender; household size; family structure; level of education; income (McCabe, Joldersma & Li., 2010); job security;

economic context of the destination; geopolitics; level of security of the destination and the weather (Ivlevs, 2017); Human Development Index; Gross Domestic Product; environment factors (Van Niekerk, 2016); health; family; friendship and sentimental situation (Bimonte & Faralla, 2016). The academic research evolved happiness meaning ‘from materialistic conceptions (money buys happiness) to satisfaction of desire to the fulfilment of one’s capacities to do what one appreciates in life (Aristotle’s eudaimonia)’ (Rivera, Croes & Lee, 2016, p. 6). In this sense Lyubomirsky and Lepper (1999) consider happiness to be one of the most important human dispositions, and therefore an essential aspect of the quality of life. If happiness is now ‘considered to be the proper measure of social progress and the goal of public policy’ (Helliwell, Layard & Sachs, 2017), it is only recently that it gained that much importance. Indeed, the first World Happiness Report was published only in 2012 (Helliwell, Layard, & Sachs, 2017). In 2017, Norway topped the global happiness ranking. Caring, freedom, generosity, honesty, health, income and good governance are the factors that supported the happiness of Norwegians (Helliwell, Layard & Sachs, 2017). These factors do not differ much from the ones listed earlier. Health, income and good governance seem to be recurrent factors in all studies on that topic.

#### *4.2. Happiness (or Quality of life) and tourism*

Bimonte and Faralla (2016) have clearly established that tourism contributes to the host's life satisfaction. Indeed, they provided evidence that if during off peak seasons residents' happiness is influenced by a range of factors, namely: income and work; health; family; friendship and sentimental situation (Bimonte & Faralla, 2016), during the peak season, elements like: home environment; overcrowding; price increase and quality of life become very important when residents evaluate their level of happiness (Bimonte and Faralla, 2016). Bimonte and Faralla (2016, p. 205) summarise the connection between tourism and residents' happiness as follows: 'residents perceive tourism as a dual phenomenon. While aware of its major economic role and importance as a source of income, they admitted that it affected some aspects of their everyday life, worsening their perceived quality of life. The perceived impact increases with tourist season (...) Therefore, tourism makes residents wealthier but, during the tourist season, less satisfied with their lives (...) this does not necessarily mean that people are actually less satisfied with their lives as a whole'.

In the same meaning, Kim *et al.* (2013 p. 537) state that '...when residents perceive the positive economic, social, and cultural impact of tourism, satisfaction with related life domains (sense of material, community, and emotional well-being) increases too. However, when residents perceive the negative environmental impact of tourism, their sense of health and safety

decreases as a result'. This is further supported by Ivlevs (2017, p. 608) who claimed that 'tourist arrivals reduce life satisfaction'.

Ivlevs (2017, p. 599), also argued that 'recent literature has started addressing the impacts of tourism on residents' quality of life and its various manifestations'. Last but not least, Uysal, Sirgy, Woo and Kim (2016, p. 2) also argued: 'QOL research is an emerging field of study in the social, behavioural environmental and policy sciences over the last few decades'. From a practical point of view this research and other related or similar research are important because it can help Destination Management Organisations (DMOs) to prevent conflicts between locals and visitors similar to what happened over the summer 2017. This is all the more important as 'tourism involves at least two communities, guest and host, and locals are an indispensable partner for the success of any tourist programme' (Bramwell & Lane, 2000; cited in Bimonte and Faralla, 2016, p. 206). From an academic point of view, beyond filling an existing gap in literature, this research is adding more ground to existing research, what is quite important as the effects of tourism on hosts' lives is not unanimous (Ivlevs, 2017).

#### *4.3. Happiness as a metrics*

Competitiveness in the tourism industry is a growing interest area. Research conducted by Botti and Peypoch (2013) showed that in 2002, 9 academic papers

about destination competitiveness were published. In 2012, 42 papers were published in that field. In 2003, Ritchie and Crouch developed a well-established model that typifies the competitiveness of a destination (Andrades-Caldito, Sanchez-Rivero & Pulido-Fernandez, 2013; cited in Botti and Peypoch, 2013). The model is based on five competitive components as shown in the figure below (figure 2).

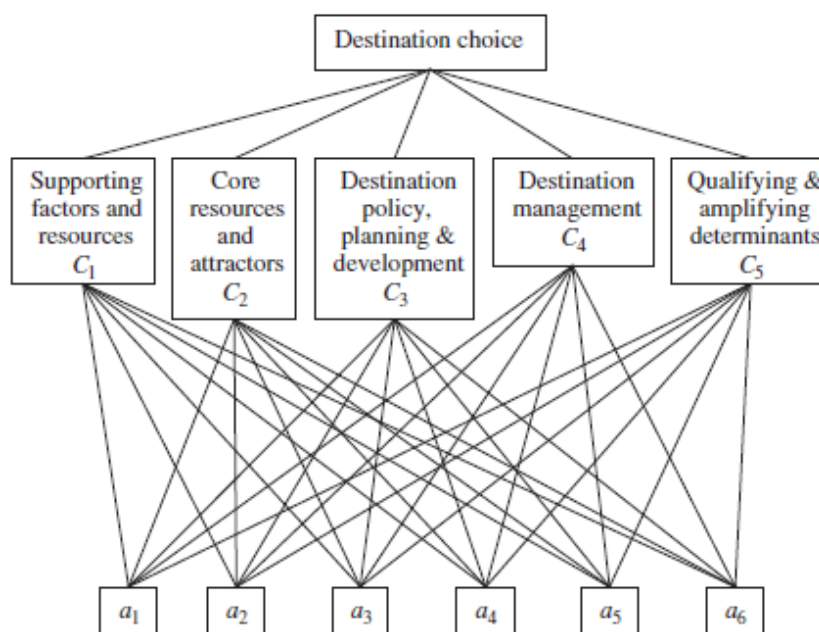


Figure 2: Tourist multi-criteria decision framework (5 criteria and 6 alternative destinations)  
Source: Botti & Peypoch (2013)

In the above figure (figure 2), ‘C’s are the criteria that contribute to the competitiveness of a destination and ‘a’s are the alternative destinations.

This paper proposes that ‘Happiness’ should be one of the Cs in figure 2. Taking the example of Haiti, Seraphin (2018 [Online]) argued: ‘Unfavourable living

conditions for Haitians placed the tourism industry on the backburner for the local population. Despite all its efforts to boost it, the tourism industry is still not a significant driving force in Haiti, because its citizens are yet to experience a comfortable quality of life'. That said, Seraphin (2018) also acknowledged the fact that some destinations might never use 'happiness' as a metrics because they might lose their current leading position or be seen as low performing destinations.

## 5. Conclusion

This research paper has provided evidence that *Trexit* is not a sustainable solution to overcome overtourism. The first section has modelled the stages of tourism development with their characteristics and has identified exactly where destinations suffering from overtourism are at and the next stage in their development. The second section modelled *Trexit* in order to identify at what stage of tourism development it appears and then argued that as a strategy *Trexit* is not working. As for the last section, it has discussed the real roots of overtourism and subsequently provides further evidence why *Trexit* is not the most appropriate solution to overcome overtourism.

Overall, the paper has identified a sociological factor (mankind's lack of happiness); a business factor (marketing) and a technological and economic

factors (development of technology and low cost transport) as the roots for overtourism. An appropriate solution for overtourism would be to address these different issues. *Trexit* as a management solution to tackle overtourism is therefore totally inappropriate hence the reason it has so far revealed ineffective.

This paper is calling not only for pragmatism but also for proactivity of the DMOs. More specifically, we are arguing that tourism development should start before a country becomes a (fully fledged) destination. This is extremely important to avoid that destinations not victims of overtourism and tourismphobia get to that stage. Additionally, future research could look at investigating how each factor at the origin of overtourism could be tackled.

## 6. References

- Adams, K. M. (1984), "Come to Tana Toraja, "Land of the Heavenly Kings": Travel agents as brokers in ethnicity", *Annals of Tourism Research*, Vol. 11 No. 3, pp. 469-485.
- Aden, J. M. (1961), "Rasselas and the vanity of human wishes", *Criticism*, Vol. 3 No. 4, pp. 295-303.
- Alvarez, M. D. & Campo, S. (2014), "The influence of political conflicts on country image and intention to visit: A study of Israel's image", *Tourism Management*, Vol. 40, pp. 70-78.
- Andrades-Caldito, L., Sánchez-Rivero, M., & Pulido-Fernández, J. I. (2013), "Differentiating competitiveness through tourism image assessment: an application to Andalusia (Spain)", *Journal of Travel Research*, Vol. 52 No. 1, pp. 68-81.
- Avraham, E. (2015), "Destination image repair during crisis: Attracting tourism during the Arab Spring", *Tourism Management*, Vol. 47, pp. 224-232.
- Bimonte, S. & Faralla, V. (2012), "Tourist types and happiness a comparative study in Maremma, Italy", *Annals of Tourism Research*, Vol. 39 No. 4, pp. 1929-1950.
- Bimonte, S. & Faralla, V. (2016), "Does residents' perceived life satisfaction vary with tourist season? A two-step survey in a Mediterranean destination", *Tourism Management*, Vol. 55, pp. 199-208.
- Botti, L. & Peypoch, N. (2013), "Multi-Criteria ELECTRE method and destination competitiveness", *Tourism Management Perspectives*, Vol. 6, pp. 108-113.
- Bramwell, B. & Lane, B. (2000), *Tourism collaboration and partnerships: Politics, practice and sustainability* (Vol. 2), Channel View Publications, Bristol.
- Butler, R. (1980), *The Tourism Area Life Cycle* (Vol. 1), Channel View Publications, Ontario.
- Butler, R. W. (2009), "Tourism destination development: Cycles and forces, myths and realities", *Tourism Recreation Research*, Vol. 34 No. 3, pp. 247-254.
- Chartier, C. (2017), "Changer de vie? Chiche", *L'Express*, No. 3441, pp. 24-44.
- Clement, E. & Demonque, C. (1995), *Philosophie*, Hatier, Paris.
- Clegg, A. & Gutic, J. (2013), "Integrating the 'VERB' model into an undergraduate tourism management degree programme", In Artfield, R. & Kemp, P. (eds.), *Enhancing education for sustainable development in Business and Management, Hospitality, Leisure, Marketing, Tourism*, The Higher Education Academy.
- Coffey, H. (2018), "Venice tourists could be fined £500 for sitting down", Available: <https://www.independent.co.uk/travel/news-and-advice/venice-sitting-ban-fine-tourists-overtourism-sit-mayor-luigi-brugnaro-a8547086.html> (Accessed on: 25.09.2018)
- Coldwell, W. (2017), "First Venice and Barcelona: Now anti-tourism marches spread across Europe", Available: <http://www.theguardian.com> (Accessed on 19.05.2018)
- Correia, A., & Kozak, M. (2012), "Exploring prestige and status on domestic destinations: The case of Algarve", *Annals of Tourism Research*, Vol. 39 No. 4, pp. 1951-1967.
- Croes, R., Rivera, M. A., Semrad, K. & Khalizadeh, J. (2017), *Happiness and tourism: Evidence from Aruba*, The Dick Pope Sr. Institute for Tourism Studies, Orlando, Florida.
- Croes, R., Ridderstaat, J. & Van Niekerk, M. (2018), "Connecting quality of life, tourism specialization, and economic growth in small island destinations: The case of Malta", *Tourism Management*, Vol. 65, 212-223.



- Croes, R., Rivera, M. A., Semrad, K. & Khalizadeh, J. (2017), "Happiness and tourism: Evidence from Aruba, Institute for Tourism Studies", Available: <http://stars.library.ucf.edu/cgi/viewcontent.cgi?article=1040&context=dickpope-pubs> Accessed on 18.05.2018)
- De Ascaniis, S. & Grecco-Marasso, S. (2011), *When tourists give their reasons on the web: the argumentative significance of tourism related UGC*, Information and communication technology in tourism (pp. 125-137), Springer, New York.
- Dholah, D., Haw Fan Lun, N., Labonne, C., Lebon, S. & Munboth Lekh, A. (2015), *Research on a contemporary issue/challenge on sustainable tourism*, BSc Thesis, University of Mauritius.
- Doxey, G. V. (1975), *A causation theory of visitor-resident irritants methodology and research inferences*, In the Sixth Annual Conference, Proceedings of Travel Research Association.
- Dupont, L. (2009), « Cointégration et causalité entre développement touristique, croissance économique et réduction de la pauvreté : Cas de Haïti », *Revue Caribéennes*, Available : <http://etudescaribeennes.revues.org> (Accessed on 20.05.2018)
- Edgell, D. L. (2017), "Sustainable tourism development: Yesterday, today and tomorrow", *Journal of Hospitality & Management*, Vol. 15 No. 1, pp. 45-59.
- Garay, L. & Canoves, G. (2011), "Life cycles, stages and tourism history. The Catalonia (Spain) experience", *Annals of Tourism Research*, Vol. 38, No. 2, pp. 651-671.
- Gonzalez, V.M., Coromina, I., Gali, N. (2018). Overtourism residents' perceptions of tourism impact as an indicator of resident social carrying capacity – case study of a Spanish heritage town. *Tourism Review*, 73(3), 227-296
- Gowreesunkar, V. G., Séraphin, H. & Morrison, A. (2018), "Destination Marketing Organisations: Roles and Challenges", In Gursoy, D. & Chi, C.G. (Eds), *Routledge Handbook of Hospitality Marketing*, London & New-York.
- Hano, K. (2012), "Tourism and the creative destruction in Krasiczyn, Poland", *Journal of Hospitality and Tourism*, Vol. 10 No. 1, pp.113-128.
- Helliwell, J., Layard, R. & Sachs, J. (2017), *World Happiness Report 2017*, Sustainable Development Solutions Network, New York.
- Hoerner, J. M. & Sicart, C. (2003), *The science of tourism*, Balzac Editeur, Biexas.
- Holden, A. (2013), *Tourism, poverty and development*, Routledge, Abingdon.
- Ivlevs, A. (2017), "Happy Hosts? International Tourist Arrivals and Residents' Subjective Well-being in Europe", *Journal of Travel Research*, Vol. 56 No. 5, pp. 599–612.
- Johnson, S. (1985), *The history of Rasselas, Prince of Abissinia*, Penguin Classics, London.
- Kim, K., Uysal, M. & Sirgy, M. J. (2013), "How does tourism in a community impact the quality of life of community residents?" *Tourism Management*, Vol. 36, pp. 527–540.
- Kim, H., Woo, E. & Uysal, M. (2015), "Tourism experience and quality of life among elderly tourists", *Tourism Management*, Vol. 46, pp. 465-476.
- Lam, S. (2018), "Overtourism in Venice: City will segregate tourists and locals this summer", Available: <https://inews.co.uk/inews-lifestyle/travel/overtourism-in-venice-city-will-segregate-tourists-and-locals-this-summer/> (Accessed on 25.09.2018).
- Leyburn, E. D. (1955), "No romantic absurdities or incredible fictions: The relation of Johnson's Rasselas to Lobo's voyage to Abyssinia", *Modern Language Association*, Vol. 70 No. 5, pp. 1059-1067.

- Lyubomirsky, S. & Lepper, H. S. (1999), "A measure of subjective happiness: Preliminary reliability and construct validation", *Social Indicators Research*, Vol. 46 No. 2, pp. 137–155.
- McAllister, F. (2005), *Wellbeing: Concepts and challenges*, Discussion paper prepared for the Sustainable Development Research Network, Available: [http://www.sd-research.org.uk/wellbeing/documents/SDRNwellbeingpaper-Final\\_000.pdf](http://www.sd-research.org.uk/wellbeing/documents/SDRNwellbeingpaper-Final_000.pdf) (Accessed on 8.08.2018)
- McCabe, S., Joldersma, T. & Li, C. (2010), "Understanding the benefits of social tourism: Linking participation to subjective well-being and quality of life", *International Journal of Tourism Research*, Vol. 12 No. 6, pp. 761–773.
- Michel, F. (2000), « Des h tes et des autres. Tourisme et alterite », *Espaces*, No. 171, pp. 14-21.
- Milano, C. (2017), *Overtourism and tourismphobia: Global trends and local contexts*, Ostelea School of Tourism and Hospitality, Barcelona.
- Mitchell, C. J. A. & De Waal, S. B. (2009), "Revisiting the model of creative destruction : St. Jacobs, Ontario, a decade later", *Journal of Rural Studies*, Vol. 25 No. 1, pp. 156-167.
- Mitchell, C. J. A. (1998), "Entrepreneurialism, commodification and creative destruction : A model of post-modern community development", *Journal of Rural Studies*, Vol. 14 No. 3, pp. 273-286.
- Morgan, N., Pritchard, A. & Pride, R. (2013), *Destination brands. Managing place reputation* (3<sup>rd</sup> ed), Butterworth-Heinemann, London.
- Moscardo, G., Konovalov, E., Murphy, L., McGehee, N. G. & Schurmann, A. (2017), "Linking tourism to social capital in destination communities", *Journal of Destination Marketing & Management*, Vol. 6 No. 4, pp. 286-295.
- Moufakkir, O. (2013), "Transformative consumer service: Toward a better tourism enjoyment for tourists with disabilities", *T oros*, Vol. 32 No. 2, pp. 116-126.
- O'Gorman, K. D. (2007), "The hospitality phenomenon: philosophical enlightenment?" *International Journal of Culture, Tourism and Hospitality Research*, Vol. 1 No. 3, pp. 189-202.
- Peltier, D. (2018), "Venice tourism checkpoints are a sign of Europe's fractured approach to overtourism", *Skift*, Available: <https://skift.com/2018/05/02/venice-tourism-checkpoints-are-a-sign-of-europes-fractured-approach-to-overtourism/> (Accessed on 09.07.2018).
- Reinhold, S., Zach, F.J. & Krizaj, D. (2017), "Business models in tourism: A review and research agenda", *Tourism Future*, Vol. 72 No. 4, pp. 462-482.
- Rivera, M., Croes, R. & Lee, S. H. (2016), "Tourism development and happiness: A residents' perspective", *Journal of Destination Marketing & Management*, Vol. 5 No. 1, pp. 5-15.
- Richardson, D. (2017), "Suffering the strain of tourism", Retrieved from: TTG@wtm), (Accessed on 15.09.2018)?
- R sch, F. (2014), "'Hooray! Hooray! the End of the World has been Postponed!' Politics of Peace in the Adventures of Tintin?", *Politics*, Vol. 34 No. 3, pp. 225-236.
- Sanchez, P. M. & Adams, K. M. (2008), "The Janus-faced character of tourism in Cuba", *Annals of Tourism Research*, Vol. 35 No. 1, pp. 27-46.
- Seraphin, H., Gowreesunkar, V., Zaman, M., Bourliataux, S. (2019). Community Based Festivals as a tool to tackle tourismphobia and antitourism movements, *Journal of Hospitality and Tourism Management*, doi.org/10.1016/j.jhtm.2018.12.001

- Seraphin, H. (2018), "Locals' happiness: the missing measurement in Caribbean tourism development, Words in the bucket", Available: <https://www.wordsinthebucket.com/locals-happiness-the-missing-measurement-in-caribbean-tourism-development> (Accessed on 15.10.2018).
- Séraphin, H., Sheeran, P. & Pilato, M. (2018), "Over-tourism and the fall of Venice as a destination", *Journal of Destination Marketing & Management*, Vol. 9, pp. 374-376.
- Séraphin, H. (2014), *Le tourisme: L'ouverture pour le peuple de Toussaint?* Publibook, Paris.
- Sheehan, L., Vargas-Sánchez, A., Presenza, A. & Abbate, T. (2016), "The use of intelligence in tourism destination management: An emerging role for DMOs", *International Journal of Tourism Research*, Vol. 18 No. 6, pp. 549-557.
- Smith, D. H. (1996), "Patterns in Samuel Johnson's *Rasselas*", *Studies in English Literature, 1500-1900*, Vol. 36 No. 3, pp. 623-639.
- Théodat, J. M. (2004), « L'endroit et l'envers du décor: la «touristicité» comparée d'Haïti et de la République Dominicaine », *Revue Tiers Monde*, No. 2, pp. 293-317.
- Travel and Tourism Competitiveness Report (2017), *The Travel and Tourism Competitiveness Report 2017*, Available: <https://www.weforum.org/reports/the-travel-tourism-competitiveness-report-2017> (Accessed on 21.10.2018).
- Timothy, D. J. & Wall, G. (1997) "Selling to tourists: Indonesian street vendors", *Annals of Tourism Research*, Vol. 24 No. 2, pp. 322-340.
- Uysal, M., Sirgy, M.J., Woo, E. & Kim, H. (2016), "Quality of life (QOL) and well-being research in tourism", *Tourism Management*, Vol. 53, pp. 1-18.
- Van der Borg, J., Costa, P. & Gotti, G. (1996), "Tourism in European heritage cities", *Annals of Tourism Research*, Vol. 23 No. 2, pp. 306-321.
- Van Niekerk, M. & Coetzee, W. J. L. (2011), "Utilizing the VICE model for the sustainable development of the Innibos Arts Festival", *Journal of Hospitality Marketing & Management*, Vol. 20 No. 3-4, pp. 347-365.
- Van Niekerk, M. (2016), "Community perceptions on the impacts of art festivals and its impact on overall quality of life: A case study of the Innibos National Art Festival, South Africa", In C. Newbold & J. Jordan (Eds.), *Focus on world festivals: contemporary case studies and perspectives* (p. 333). Retrieved from <https://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=361&fixedmetadataID=214> (Accessed on 15.09.2018).
- Van Niekerk, M. & Coetzee, J. L. (2011), "Utilizing the VICE model for the sustainable development of the Innibos Art Festival", *Journal of Hospitality Marketing & Management*, Vol. 20 No. 3-4, pp. 347-365.
- Weaver, D. (2015), "Tourism and the Chinese dream: Framework for engagement", *Annals of Tourism Research*, Vol. 5, pp. 51-63.
- Youell, R. (1998), *Tourism: An introduction*, Longman, New York.
- Zadeh, M. R. M. & Pirnajmuddin, H. (2013), "The orbit of pursuit in Johnson's *Rasselas*", *Journal of Language Teaching and Research*, Vol. 4 No. 2, pp. 401-405.
- Zott, C. & Amit, R. (2010), "Business model design: an activity system perspective", *Long Range Planning*, Vol. 43 No. 2-3, pp. 216-226.

